

SAMPLE PRESS RELEASE
New Fresh Fruit and Vegetable Program
Beginning Fall 2016 for _____ School Children

Date: _____

The Montana Office of Public Instruction, School Nutrition Programs has approved the _____ **School District** for participation in the United States Department of Agriculture's (USDA) Fresh Fruit and Vegetable Program (FFVP). The FFVP is available in over 180 schools throughout Montana this fall through funding from the Farm Bill. This program is an exciting new opportunity for schools to introduce students to a variety of fresh fruits and vegetables and to positively influence children's life-long eating habits.

The FFVP provides funding for _____ **School District** to offer fresh fruits and vegetable snacks to students at least twice a week, free of charge to families. Through the FFVP, children can enjoy a tasty and fresh snack that can boost their energy and brain power to support better learning.

Fresh fruits and vegetables can be offered:

- in classrooms as healthy snacks;
- as part of learning activities;
- in "fruit and/or veggie stands" in the hallways; and,
- in other creative ways, such as food fairs.

Teachers, food service staff, other school staff and parents are encouraged to reinforce healthy eating by role modeling and providing nutrition education. Schools are creating healthier school environments by offering opportunities for nutrition education. Fruits and vegetables don't just taste good- they are packed full of essential nutrients for children's growth and development.

For more information on this program, contact _____, Food Service Director at _____ or by email _____.

USDA is an equal opportunity provider and employer.